



LIBRARY OF CALIFORNIA
JANUARY - JUNE 2001 FINAL NARRATIVE REPORT

Regional Library Network: Gold Coast Library Network
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Fiscal/Administrative Officer/CEO: *Judith Segel*
(Signature)

Name: Judith Segel Date: 10-1-2001

Title: Chief Executive

Network Council Chair: *John D. Murray*
(Signature)

Name: John D. Murray Date: 10-01-01

Title: Chair, Board of Directors

Submitted with original signature by 4:30 p.m., Monday, October 1, 2001 to:

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1. Program Description: Section 18841 - Administration

- (a) Each regional library network shall establish a regional network council. Duties of the regional network council include overall administrative responsibility for the network, adopting an annual plan of service, assuring the appropriate expenditure of funds, and submitting annual budget proposals to the state board for implementation of the provisions of this article.

The first meeting of the Network Council of Region VII was held November 30, 2000 and was attended by 36 representatives from its charter member libraries.

The Articles of Incorporation were filed with the California Secretary of State on December 19, 2000, and the Network has applied for tax-exempt status.

The Network Board of Directors was elected in accordance with the California Nonprofit Corporation Code and the Gold Coast Library Network Bylaws. The results of the election were announced to the Network Council by email on December 20, 2001. The elected officers are listed in Section 1(b).

At its January 25, 2001 meeting, the Board of Directors approved the Executive Services Agreement with Black Gold Cooperative Library System to provide overall administrative services for Gold Coast Library Network.

Office space for Gold Coast Library Network was rented in the same building as the Black Gold Cooperative Library System office. Furniture and equipment have been purchased. A telephone system with voice mail services was installed.

The Network hired a full-time program manager. A full-time administrative assistant was also hired on a temporary basis.

The Annual Meeting of the Network Council was held on April 19, 2001 at the Santa Barbara Museum of Natural History. The meeting was attended by 30 of the 44 representatives from its member libraries.

The Annual Plan of Service for FY 2001-2002, based on the Network's Long Range Plan, was drafted by staff and reviewed at the Executive Board meeting on March 8, 2001 and at the Board of Directors meeting on March 22, 2001. The Annual Plan of Service, signed by the Chair of the Board of Directors, was sent to the Library of California on March 30, 2001.

At its Annual Meeting, the Network Council unanimously approved the Annual Plan of Service for FY 2001-2002 approved by the Board of Directors and sent to the Library of California on March 30, 2001. At its May 10, 2001 meeting, the Board of Directors approved the Revised Annual Plan of Service for 2001/2002, required by the Library of California to reflect the newly approved funding formula.

The FY 2000-2001 budget and current financial statements were presented at the March Board of Directors meetings. The financial statement for January through March 2001 was presented to the Network Council at the Annual Meeting on April 19, 2001.

The final Revised Plan of Service for FY 2001-2002 was based on a yearly total budget of \$311,337. Since this amount was more than 25% less than the original planning figure, funds were trimmed in all categories. The Board directed Gold Coast Library Network staff to maintain its administrative structure and provide as much service as possible.

- (b) Each regional network council shall elect from its membership a representative board to carry out its policies.

The Network Board of Directors was elected in accordance with the California Nonprofit Corporation Code and the Gold Coast Library Network Bylaws. Some Board Members were elected for one year and some for two in accordance with the Gold Coast Library Network Bylaws.

The results of the election were announced to the Network Council by email on December 20, 2000. Elected Officers for the term 2001-March 2002 are John Murray, Chair and Carol Keator, ViceChair/Chair-Elect. Carol will serve as Chair for 2002-March 2003. Elected officers for the term of 2001-March 2003 are Bryan Thompson and Octavio Sifuentes. Terri Sheridan, Special Library Representative and Hiram Davis, Academic Library Representative, are serving as Board members for 2001-March 2002. Elected Members for the term of 2001-March 2003 are Bill Stokes, School Library Representative; Marcia Frasier, Public Library Representative; and Bettie Day, Library User Representative. Black Gold Cooperative Library System and the Network's Resource Libraries have appointed representatives. Sarah Pritchard of UCSB is currently serving as the Resource Libraries representative and Brian Reynolds is serving as the representative for Black Gold.

- (c) Administration and management of the regional library network shall provide the vision and leadership necessary to perform the functions and deliver the services in a timely and satisfactory manner.

Four committees and their corresponding goals were established at a Board of Directors meeting held January 25, 2001. The committees and their goals are listed below.

Membership – Communicate and outreach to potential members. Make recommendations on marketing and networking to new members and increase participation by current members.

Online Services and Reference – Plan for group database licensing at the regional level. Develop regional reference services. Assess resources and expertise of member libraries.

Interlibrary Loan and Resource Sharing – Help shape regional policies that will enable member libraries and their users to access materials directly.

Training and Technical Assistance – Advise the Network and its members of types of technical consulting and how to get these services. Recommend continuing education and training programs to meet current needs.

The Chair of the Board of Directors, John Murray, appointed 29 members to these committees on March 22, 2001. The committees met at the Network Council Annual Meeting on April 19, 2001, received information packets, selected chairs and began to plan their work.

In addition to the four standing committees listed above, the Network has an Executive Committee, a Nominating Committee and a Bylaws Committee. The Executive Committee is comprised of the Chair, Vice Chair/Chair-Elect, Records and Correspondence Chair and Finance Chair of the Board of Directors. The Chair appoints the Nominating Committee in accordance with the Bylaws.

The Network Council, Board, Committees and staff provide ongoing review of the Network's administrative activities. The Annual Plan of Service offers an opportunity for a formal evaluative review and the Long Range Plan development process provides more feedback.

Service Delivery Standards(s)/Measures/Evaluation Standards

Documents delivered will be timely, accurate, and complete. Deadlines for specific actions required by the Library of California law and Gold Coast Library Network bylaws will be met. Staff will attend all Regional Network meetings and most Library of California meetings. A timely response with organized information to requests from the public, member libraries, committees, Network representatives, and Board of Directors will be given. Committee members will be appointed in a formalized manner.

Measures

The number of documents delivered on time is the measure for timely document delivery. The number of meetings attended versus the number held is used to measure staff attendance at meetings. Staff calendars are used to count the number of meetings attended. The dated responses to requests for information will be the measure for staff's timely response with organized information. The number of committee appointments and a review of whether committees meet the goals as set forth by the Network are used to measure committee performance.

The staff responded to all member and public inquiries as soon as possible. Proof of delivery slips from Federal Express show the timeliness of Library of California report submission. Reports to the Library of California were all sent on time. Staff answered 26 requests for database help. Twenty membership information packets were sent. Staff attended 3 Library of California Board meetings and 4 Gold Coast Library Network Board meetings. In addition, staff attended 1

Network Council meeting, 7 committee meetings and 7 training seminars or workshops.

The Chair of the Board appointed 29 committee members to the four standing committees. The committees met the goal of preliminary planning for the next fiscal year.

Evaluation

The Executive Committee of the Board was asked to evaluate the various aspects of Network administration. The Committee agreed that an effective, smooth-running administration has been established with forward and aggressive planning for the future. The Committee stated that very strong leadership from the initial planning process to the present from many dedicated individuals, especially David Dowell, John Murray, and Sarah Pritchard, has contributed to the successful development of the Network. The Committee also recognized the work of Cuesta College for the Network's listserv and Cal Poly for the directory and website design. The long history of TIE (Total Interlibrary Exchange), the first multi-type library network in the Gold Coast region, was a significant factor in the Region's rapid growth. The Network also benefited from many individuals volunteering their time to the Network's development.

The Executive Committee stated that communication through email, telephone, and meetings has been well organized and effective, especially with the addition of the voice mail system. This year's work revealed a need for interactive electronic forms as a method of responding to Network inquiries and opportunities.

2. Program Description - Section 18842 Telecommunications Infrastructure

Each regional library network shall

- (a) Make available a telecommunications system for the transfer of information and communication among its members.

The Network's website is the primary means of transferring information among the Network membership. Person-to-person email and local listservs augment this mode of communication.

Gold Coast Library Network staff met with the web site developer and finalized the design, content, and forms for improving its web site, located at <http://goldcoastlibraries.org>. The website will be evaluated through the use of questionnaires and by asking for feedback from members. During the deployment of the design, member libraries will be asked for comments and suggestions on the website's new design. The new design will have interactive feedback forms to improve communications among members.

The Gold Coast Library Network website links to its Directory of Members, which was made possible through grant funding to the Region VII Core Planning Group. Using a friendly interface, each of the 44 member libraries created its directory entry, which includes a listing of staff and telephone numbers, description, and a link to the library's web site, where available. Member

libraries have the option of creating their own web pages using this same interface. Gold Coast Library Network provided training on this software during this year.

- (b) Provide regional communications based upon the most effective methods of exchanging information among its members.

Representatives from member libraries receive electronic email on meetings, services, and other informational matters. Board Members are all on the LoCa listserv. Other items, such as a paper copy of the Directory of Member Libraries and labels and instructions for regional delivery, were sent via regular mail and commercial carrier.

- (c) Provide online access to the information files, resources and bibliographic records of its members, which may be accessed regionally and statewide.

Cat-A-Link Gold, the Network's virtual catalog, continues to expand. The Network's automation technician, working closely with epixtech's technical staff, and the Network's member libraries, successfully connected the first group of catalogs using the URSA software. The first user training session was held June 25, 2001 in Ventura. The hands-on training session outlined the Cat-A-Link Gold interlibrary loan cycle.

The virtual catalog is evaluated through feedback from member libraries, with periodic surveys. The use of Cat-A-Link Gold will be monitored through statistical reporting.

Service Delivery Standards/Measures/Evaluation Standards

The Network's website will be kept up-to-date. Notices of events, meetings and news to member libraries will be timely and accurate. Sharing of bibliographic information via Cat-A-Link Gold will increase significantly.

Measures

The number of web pages displaying current information is used to measure the currency of the Network's website. The number of notices sent at least one week prior to the event date will measure timeliness of notices. The Board of Directors will evaluate the accuracy of event notices.

There are 46 web pages located at <http://goldcoastlibraries.org>, each of which contains current information. The website is updated in a timely manner. Monthly meetings, agendas, and minutes are added and content is changed as needed. It is estimated that updates are made almost weekly as events, meetings and news are added and past events are moved or deleted.

All Gold Coast Library Network members have an entry in the online membership directory.

All email and listserv notices sent have been saved as proof of notification. Nearly all of these notices of meetings and events were sent at least one week in advance

of the event or meeting. The rest were sent on to Network members as soon as received by the event coordinator but not later than 72 hours prior to the event.

Increased implementation of Cat-A-Link Gold is assessed via the user interface where the number of successfully connected catalogs is counted. Three catalogs were successfully connected to Cat-A-Link Gold this period. During this period, Cat-A-Link Gold was used for testing and training. Reports run through Cat-A-Link Gold show 24 test requests created during this period. Next year's measures include the number of items requested and the number of items loaned.

Evaluation

The development of the telecommunications infrastructure was accomplished in a relatively short period of time because of Library of California grant support for the equipment and software for the virtual catalog. In addition, the grants allowed the Network to contract with Cal Poly, San Luis Obispo for our online member directory, library home pages, and re-design of the Network web site.

3. Program Description - Section 18842 Regional Delivery

Each library shall provide intraregional delivery service based upon the most effective methods for moving materials among its members.

A delivery system for interlibrary loans among member libraries was put into place in March 2001. Libraries received materials introducing the delivery service using a commercial carrier. Prior to establishing a regional delivery service, Gold Coast Library Network reviewed the current or planned delivery systems used in the other Library of California regions.

Initially, use of the service has been moderate but users have been enthusiastic. Next year, the Program Manager plans to visit ILL departments to offer assistance in integrating the Regional Delivery Service into ILL work routines. Cat-A-Link Gold, the Region's virtual catalog, is expected to increase use of delivery next year.

The Network purchased a van for Gold Coast Library Network business and delivery.

Service Delivery Standards/Measures/Evaluation

Standards

The Network established use of a delivery service quickly as a concrete benefit of Network membership.

Measures

Commercial carrier delivery reports and bills are reviewed monthly to determine the number of items being sent by and delivered to member libraries and the geographic area being covered by delivery.

Staff receives a monthly statement from Fed Ex showing the member library sender and recipient of ILL materials. These reports help staff evaluate the use of

the regional delivery service. Fifty-three items were sent via commercial carrier during this fiscal year.

Evaluation

The Network Executive Committee confirmed that the delivery program was quickly established as a concrete benefit and service to its members. The Committee noted that the delivery system should be easy to use for the members. One Committee member commented that his library uses the delivery system to send books, but the returning libraries many times do not use the service. Gold Coast Library Network staff, working closely with the member ILL departments will determine the future direction of this program next year.

4. **Program Description - Section 18845 Training and Continuing Education**
Each regional library network shall provide opportunities for training and continuing educational activities that encourage the most effective use of the resources and services authorized under the chapter, and that respond to the needs of its members in the effective delivery of services.

Network training so far has been directed at implementation of Network programs. Training sessions have been held for Gale Biography Resource Center and the Web Directory. Demonstrations of URSA, the software underlying the virtual catalog, Cat-A-Link Gold, were held. In addition, Gold Coast Library Network coordinated use of the Network's videoconferencing capability.

The Network hosted a "Windows on the World" videoconference from the Los Angeles County Museum of Art at the Paso Robles Public Library on April 4, 2001. Gold Coast Library Network co-sponsored the connect time and advertised the event to member libraries. During this period, the Network established its role in promoting public programs. Three videoconferences are scheduled for July and August.

Council member David Dowell polled the Board of Directors on March 14, 2001 on the types of training desired by member libraries, including topics, levels, delivery modes, from formal education programs to continuing professional education for all levels of library staff. The Board and the Training and Technical Assistance Committee will use the survey results for planning.

Training programs include attendee evaluations. A survey of suggestions from supervisory staff at member libraries was drafted for distribution.

Service Delivery Standards/Measures/Evaluation Standards

There will be one or more training or continuing education events held in each county. Attendee evaluation of these events will be favorable.

Measures

The number of training sessions, number of videoconferences hosted, number of attendees at events, as well as attendee evaluations are used to measure the success of the training and continuing education program.

The Network used attendee evaluation sheets, sign-up sheets and the event calendar as measures. Six training sessions were held and all attendee evaluations were favorable. The Network co-sponsored one videoconferencing event this period. The number of videoconferencing events will increase based upon the upcoming event schedule.

Evaluation

The Executive Committee reviewed the Network's 2000-2001 training events and concluded that they met the Network's need this period. Although money is limited, training programs will expand next year. The recently appointed Training and Technical Assistance Committee, composed of a dynamic group of individuals, will plan programs and deal with issues such as serving an audience with mixed levels of expertise, problems of releasing staff for training, and issues of how best to serve a large geographic area.

5. Program Description - Section 18846 Information and Referral

Each library regional network shall provide information and referrals to answer requests that are beyond the capacity or capability of its members by accessing the resources and expertise of other libraries, improving general reference service in participating libraries, and improving reference service

The Network focused its efforts on ensuring full use of the Gale Biography Resource Center online database provided by a grant to the Network. The Network has also begun examining reference service needs through its Online Services and Reference Committee.

The Online Services and Reference Committee is responsible for planning for Network database purchasing. Two members of the committee co-represent the Network on the Amigos Network Members Committee. The Committee is reviewing databases for possible Network use. The Committee tested Environmental Knowledgebase, Current World Leaders, and additional Gale databases through the use of trial passwords.

The Online Services and Reference Committee gathers information to assess local resources and expertise of member libraries and desired reference services. The Electronic Readiness Study provides some excellent basic information about local resources for the Committee.

Service Delivery Standards/Measures/Evaluation Standards

The Online Services and Reference Committee will meet at least once per quarter to study and review databases for purchase. Gold Coast Library Network database usage will increase.

Measures

The number of meetings held will be the measure of whether the Online Services and Reference Committee meets quarterly.

The number of member libraries subscribed to these databases and usage statistics provided by the database vendors will be used to measure the increased database usage.

Committee reports were used to count the number of Online Services and Reference Committee meetings. The Online Services and Reference Committee was formalized in April 2001 and had one meeting this year. The Committee tested 2 databases through trial password access. Staff examined an additional 5 databases.

Thirty-five member libraries have signed up for access to the Gale databases offered by the Network. Usage reports are generated periodically to measure the success of the Network-provided databases. Statistics from Gale showed increased usage of the Biography Resource Center online database among member libraries.

Evaluation

The Executive Committee emphatically stated that providing online databases to member libraries is one of the most appreciated services of the Network and a highly visible benefit.

Because the Network focused on online service, no work was done this period on developing question-handling services. The Executive Committee suggested that the Network look at back-up reference services during library business hours.

6. Program Description - Section 18847 Public Awareness

Each regional library network shall augment the public awareness program of its members by providing public relations packages to them for customization and dissemination.

On June 8, 2001, a luncheon was held at the Santa Barbara University Club. Bessie Condos-Tichauer and David Dowell, Core Planning Group Chair for Gold Coast Library Network, spoke about the Library of California and resource sharing in the state of California. About 25 guests from various libraries, along with one member of the press, and two other business people attended the luncheon.

Through the Membership Promotion and Communication grant, corporate identification items such as decals, pencils, presentation folders and bags were purchased. The distribution of these items in the Region has increased awareness of the Network among the target audience of library administrators, staff and the community.

The Membership Committee, formed in April 2001, worked with staff to develop a program to reach potential members, especially schools.

Both the *Ventura County Star* and the *Santa Barbara News-Press* have published articles about the formation of Gold Coast Library Network and the Library of California.

Service Delivery Standards/Measures/Evaluation

Standards

Network staff will participate in activities to inform organizations and the public about Region VII's services. Staff will deliver Network public awareness materials throughout the year. New members will be recruited.

Measures

The number of activities attended will be used to measure staff participation for the purposes of public awareness. The number of materials delivered at events or through the mail will measure delivery of these items. The number of completed membership applications submitted will measure the success of the membership recruitment campaign.

A physical count of the number of items mailed or hand-delivered was used to measure delivery of public awareness materials. There were a total of 150 materials delivered to members and potential members this period. Staff attended two promotional events this period. One of these events was a new member luncheon, which proved a promising method of recruiting new members. There are six potential new members from that event.

Evaluation

The Board and Executive Committee commended staff on the development of its public relations materials and the work being done to attract new members. The Executive Committee suggested that many approaches to broaden knowledge about and support of the Network and Library of California should be pursued next year.

LIBRARY OF CALIFORNIA
REGIONAL LIBRARY NETWORK EXPENDITURES, APRIL-JUNE 2001

NETWORK Gold Coast Library Network

DATE July 31, 2001

Program Areas	Budgeted	Expenditures/Encumbrances				TOTAL EXPENDED/ ENCUMBERED
		Personnel	Operations	Materials	Equipment Over \$5000	
ADMINISTRATION						
Library of California	\$179,700	\$43,450	\$136,250			\$179,700
Total	\$179,700	\$43,450	\$136,250	\$0	\$0	\$179,700
TELECOMMUNICATIONS *						
Library of California	\$10,100		\$10,100			\$10,100
Total	\$10,100	\$0	\$10,100	\$0	\$0	\$10,100
REGIONAL DELIVERY						
Library of California	\$22,000		\$22,000			\$22,000
Total	\$22,000	\$0	\$22,000	\$0	\$0	\$22,000
TRAINING						
Library of California						\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0
REFERENCE						
Library of California	\$149,200		\$149,200			\$149,200
Total	\$149,200	\$0	\$149,200	\$0	\$0	\$149,200
PUBLIC AWARENESS						
Library of California						\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL FOR ALL PROGRAMS	\$361,000	\$43,450	\$317,550	\$0	\$0	\$361,000

* Includes intraregional communications

SUBMITTED BY:

John Murray
Chair, Network Council

CONTACT Judith Segel

PHONE: (805) 650-7733

(Signature)

Regional Library Network: Gold Coast Library Network

In January 2001 regional networks were provided with a list of actions to be taken before a network can expend funds, derived from both the Library of California Act and the California Corporations Code. The two primary actions are recognition of the network by the LoC Board and the incorporation as a non-profit organization.

With these two actions taken, the State of California recognizes networks as legal entities. However, there are other actions that networks must take to have the legal authority to expend funds and to undertake activity on behalf of their members. The following list groups items together in the order in which they might or should be accomplished. The first 23 items were those that were to be addressed prior to the network expending funds.

Please provide the date(s) on which the actions were taken, so that we can add it to your regional documentation.

Legal Requirements for Network Operations

Network Action	Date Completed
1. Approval of the Regional Library Network by LOC Board	8/18/00
2. File Articles of Incorporation ¹	12/19/00
3. Obtain federal employer identification number ^{2†}	2/13/01
4. Establish fiscal agent [†]	1/25/01
5. Establish fund accounts [†]	1/25/01
6. Incorporator admits charter members to membership and establishes the Council 111	11/10/00
7. Prepare and post meeting notice and agenda for 1st Council meeting	10/25/00
8. Incorporator convenes Council	11/30/00
9. Council elects Council Chair	11/30/00
10. Council adopts bylaws and directs Secretary to certify bylaws	11/30/00
11. Council determines authority of the Board of Directors	11/30/00
12. Council elects members of the Board	1/18/01
13. Elect Board Chair	1/18/01
14. Council ratifies selection of agent for service of process, submission of applications for tax-exempt status, selection of fiscal agent and establishment of fund accounts [†]	1/25/01
15. Council determines corporation's fiscal year	4/20/00
16. Council establishes principal place of business (street and mailing address(es))	4/19/01
17. Council adopts plan of service	4/19/01
18. Council adopts budget and approves initial expenditures in accordance with adopted plan of service	4/19/01

ANNUAL REPORT: JANUARY – JUNE 2001

Regional Library Network: Gold Coast Library Network

19. Council authorizes Chair to appoint committee on membership	4/19/01
20. Council selects library user members	11/30/00
21. Appoint officers	11/30/00
22. Determine where meeting notices to be posted officially	4/20/00
23. Authorize payment of incorporation expenses	12/8/00
24. Submit applications for tax-exempt status to IRS/FTB [†]	4/13/01
25. Receive IRS determination ³	pending
26. Receive FTB determination ³	pending
27. Hire staff	2/12/01
28. Council adopts (or authorizes Board to adopt) conflict of interest code	pending
29. Council/Board establishes subgroups, committees and advisory bodies ³	3/22/01
30. Council develops schedule of meetings	11/30/00
31. Board authorizes expenditures in accordance with adopted plan of service	1/25/00
32. Board prepares and authorizes budget and plan of service for upcoming year to be adopted by the Council at its annual meeting	4/19/01
33. Authorize filing of Statement By Domestic Nonprofit Corporation with Secretary of State	11/30/00
34. Authorize filing of Registration/Renewal Fee Report to Attorney General of California ⁵	11/30/00

¹ Incorporation date.

² IRS Form SS-4.

³ Date of determination letters from IRS/FTB. If exemption applications submitted within 27/15 months, respectively, of incorporation date, exemption will be effective as of incorporation date.

⁴ EDD Form DE 1NP Registration Form For Non-Profit Employers.

⁵ Form RRF-1 filed annually on or before January 15.

[†] These actions may be taken by the Incorporator before the Council is convened. If any of the actions have not been taken by the Incorporator, the Council should adopt resolutions taking these actions.

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REGIONAL DELIVERY						
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Total	\$22,000	\$0	\$22,000	\$0	\$0	\$22,000
TRAINING						
Library of California						\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0
REFERENCE						
Library of California	\$149,200		\$149,200			\$149,200
Total	\$149,200	\$0	\$149,200	\$0	\$0	\$149,200
PUBLIC AWARENESS						
Library of California						\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL FOR ALL PROGRAMS	\$361,000	\$43,450	\$317,550	\$0	\$0	\$361,000

* Includes intraregional communications

SUBMITTED BY:

John Murray

Chair, Network Council

CONTACT

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(Signature)